



Dr. Alon Tal

**Leading Israeli environmentalist and
co-founder of the Arava Institute will speak on**

“The Green Dream: Herzl, Zionism, and Israel’s Environment”

Dr. Alon Tal is a co-founder of the Green Zionist Alliance. In 1990, he founded Adam Teva v’Din—the Israel Union for Environmental Defense, a public-interest advocacy group and now Israel’s second largest environmental organization. In 1996 Tal founded the Arava Institute for Environmental Studies, where he currently serves as director of research. He also served as chairman of Life and Environment, Israel’s umbrella group for environmental organizations, from 1999-2004, and is presently a Green Zionist Alliance representative on the board of directors of Keren Kayemet L’Yisrael. In 2005 Tal was awarded the Charles Bronfman Prize for environmental leadership.

June 28, 2010 . 12:30-2:00pm . Midtown East, NYC

Exact address to be provided upon RSVP . Lunch will be served

Register online www.azm.org/alontal-rsvp

**For more information, please contact AZM
212-318-6100 or azm@gzm.org**

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